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App Store Optimization

Dave Lloyd

The leading industry event by digital marketers for digital marketers

About the Speaker



15 years in Search & Digital Marketing

Global team delivering Organic, Site Search, & App Store Optimization strategies for all Adobe products

- 1 Deliver industry best practices
- 2 Drive KPI-focused results
- 3 Showcase Adobe solutions

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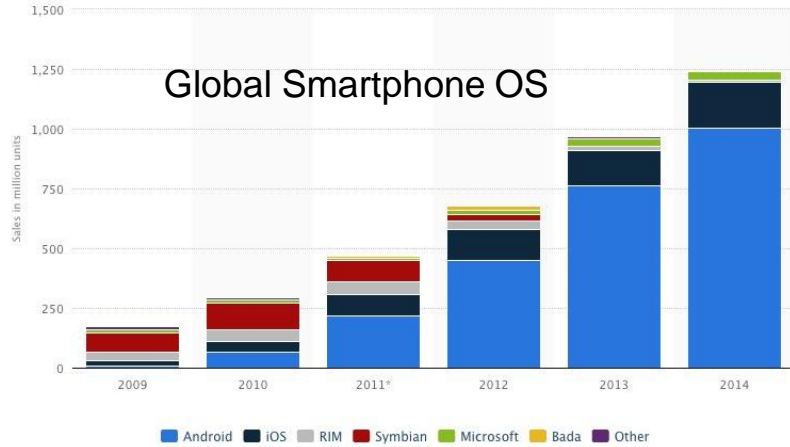
@davelloyd1

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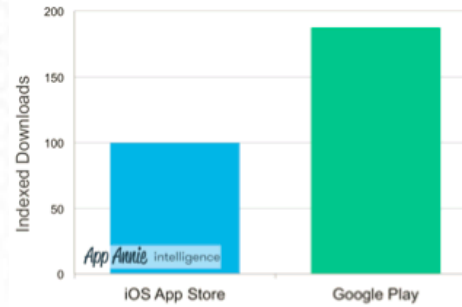


Global app trends

Global Smartphone OS



App Downloads by Store Q2 2015

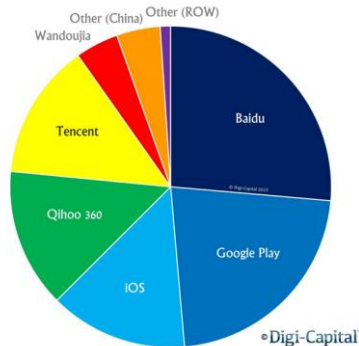


App Revenue by Store Q2 2015

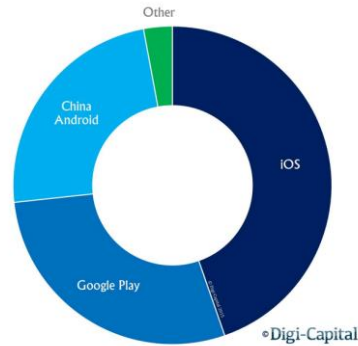


App Usage by Store (US)

Global app stores download volume share 2014



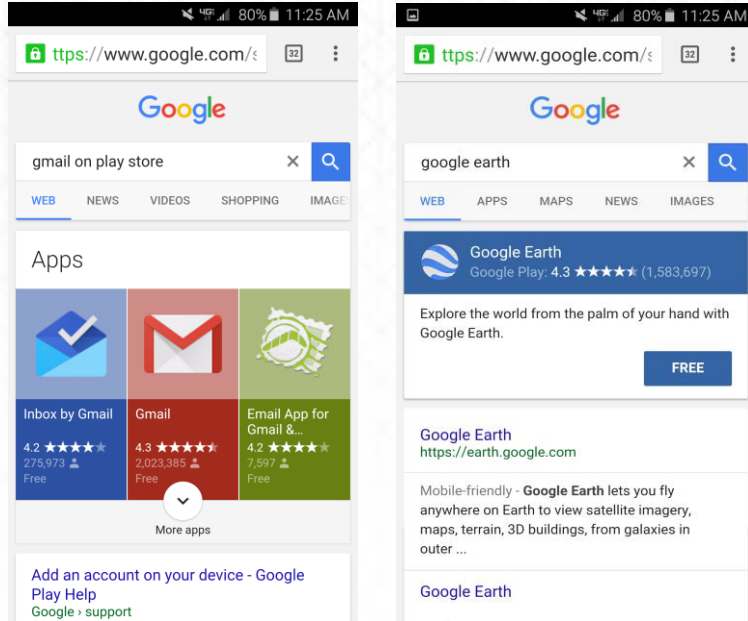
Global app stores revenue value share 2014



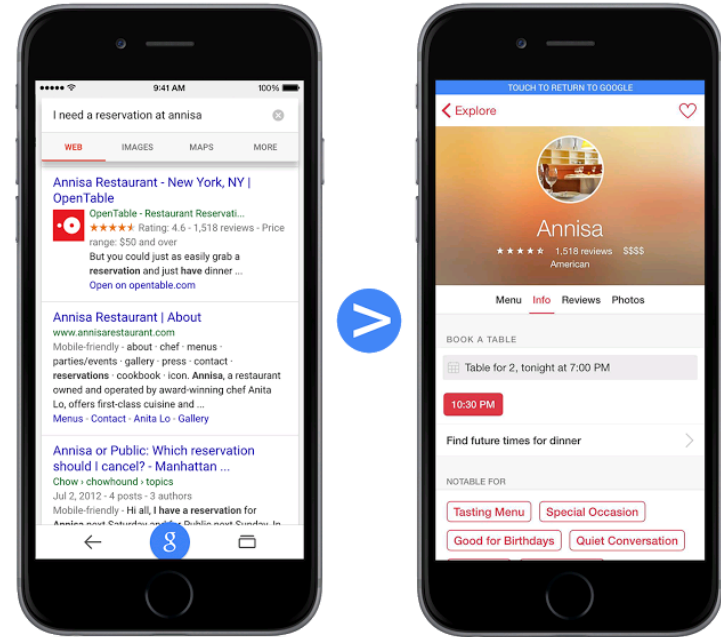
App Usage by Store (Global)



App Indexing and Google Now on Tap



Android – 2 years in market



iTunes – May 2015

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Adobe's universe of 90 apps

6 iOS categories, 25 iPhone apps, 41 iPad apps, 2 Apple Watch apps, 22 Google Play apps



Apps for Apple Watch



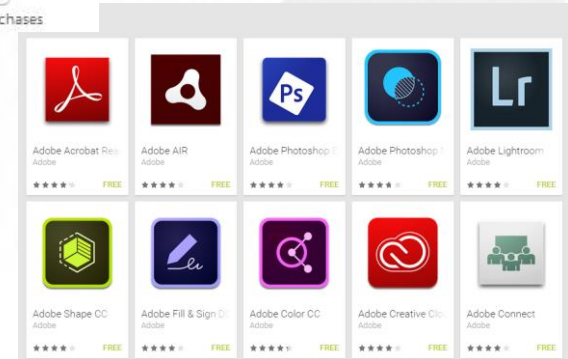
Adobe Color CC –
capture color...
Utilities



Adobe Creative
Cloud
Productivity



In-App Purchases



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Challenges & Solutions

Challenges

Strategy

- App strategy not consistent with brand strategy & plans

App Quality

- Poor app quality
- Incorporate Ratings & Reviews feedback

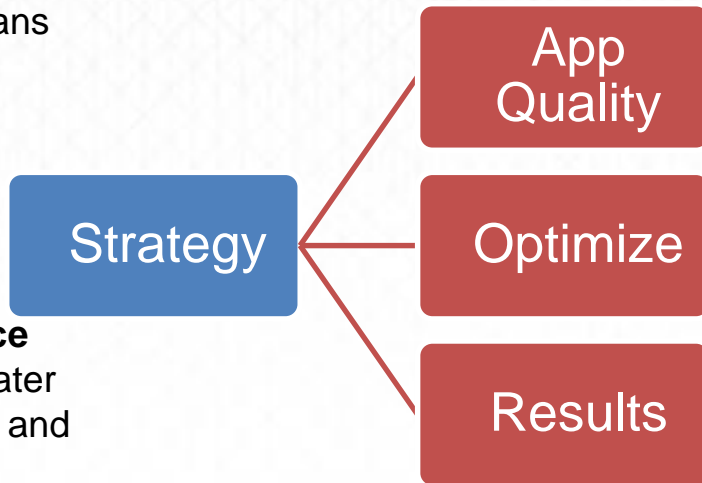
Optimization & Governance

- Just launch & optimize later
- Poor keywords, images, and descriptions

Results

- Inconsistent data
- KPIs not agreed upon

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Solutions

Strategy

- Clear mobile brand story
- Best-in-class marketing practices
- Guide app launch & EOL strategy
- Media investment for Paid installs

App Quality

- Educate on app best practices
- Provide app developers Ratings & Reviews feedback

Optimization & Governance

- ASO & marketing performance
- Process improvements

Data & Results

- Agree on success metrics
- Create & deliver KPI scorecard

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App Portfolio Management

Showing results for "Google inc"

iPad Apps



iPhone Apps



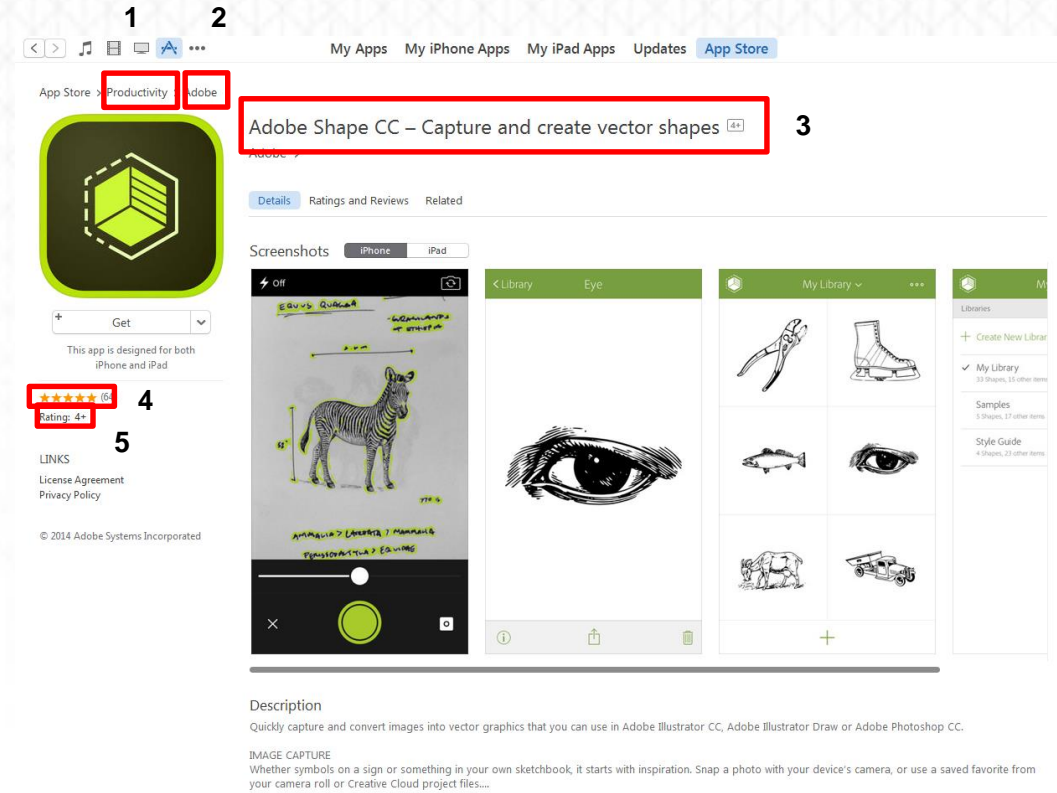
Apps for Apple Watch



Best Practices

- Clean, visually unique icons
- Clear value differentiation for apps that compete in category
- Consistent Category definition for app placement

App Ranking Factors



Search Factors

1. App Category (keyword)
2. App Publisher (keyword)
3. App Title
4. Ratings (quantity)
5. Ratings (score)
6. Keywords (visible only in iTunes CMS)
7. Download quantity
8. Download velocity
9. App uninstalls
10. External links *

Conversion Factors

1. Description
2. Reviews
3. Images
4. Preview video *

Apple iTunes vs. Google Play

Adobe Lightroom for iPad

By Adobe

Open iTunes to buy and download apps.

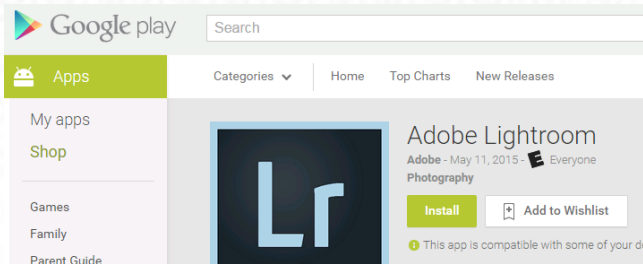


Description

Capture the moment and make it your own with Adobe Li everyday, everywhere — whether you're a beginner or a p

[Adobe Web Site](#) [Adobe Lightroom for iPad Support](#)

- Keyword Field
- Description has no rank impact
- Up to 5 images



- No Keyword Field
- Description impacts rank
- Up to 8 images
- Social and +1 signals
- External linking



Keyword Research

Gather

- Product & Marketing teams
- Review competitors

Ideate

- Generate KW ideas
- Evaluate volume, opportunity, and relevance

Decide

- Review & reduce
- Select keywords

Data Cube

Leverage the industry's largest and actionable content repository to develop winning strategies for your business.

Google US (S)

image editing

View All Results

Identify High Volume Keywords

Discover Long Tail Keywords

Explore High Value Keywords

Keyword Value greater than 80

405

Total Suggested Keywords

64 15%

High Competition Level

174 42%

Medium Competition Level

167 41%

Low Competition Level

Keyword Research Tools

- BrightEdge Data Cube
- Google Keyword Planner
- Ubersuggest.org
- Keywordtool.io
- App-specific tools

iTunes keyword property

image,art,graphic,convert,pattern,photoshop,illustrator,design,inspire,creative
cloud.layer.contour

- **Brand Terms** & **Phrases** for highest search relevance
- Keywords aligned with Product & Marketing teams
- 100 character keyword limit
- Ordered in priority to support localization

Description

- Compelling first sentence
- UVP – Unique Value Proposition
- Authoritative 3rd party reviews (if you have them)
- Features & Benefits

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Google Earth

By Google, Inc.

Open iTunes to buy and download apps.



View in iTunes

+ This app is designed for

Description

Fly around the planet with a swipe of your finger with C lands or reacquaint yourself with your childhood home. including roads, borders, places, photos and more. Visit earthquakes, planes in flight, hiking trails, city tours, and explore the world at street level.

Use the new "tour guide" to easily discover exciting new bottom of the screen, you can bring up a selection of v

With new 3D imagery, you can now fly through complete Boston, Rome, and others. With every building modeled imagery is available on iPhone 4S and iPad 2 or later.

YouTube

By Google, Inc.

Essentials

Open iTunes to buy and download apps.



View in iTunes

Description

Get the official YouTube app for iPhone and iPad. Catch up music collection, and share easily with friends. Watch the l

YouTube, your way

- * Discover videos and channels with recommendations just
- * Cast videos from your phone to Chromecast, other conn
- * Use playlists to save, organize, and share your favorite tr

Enjoy endless music

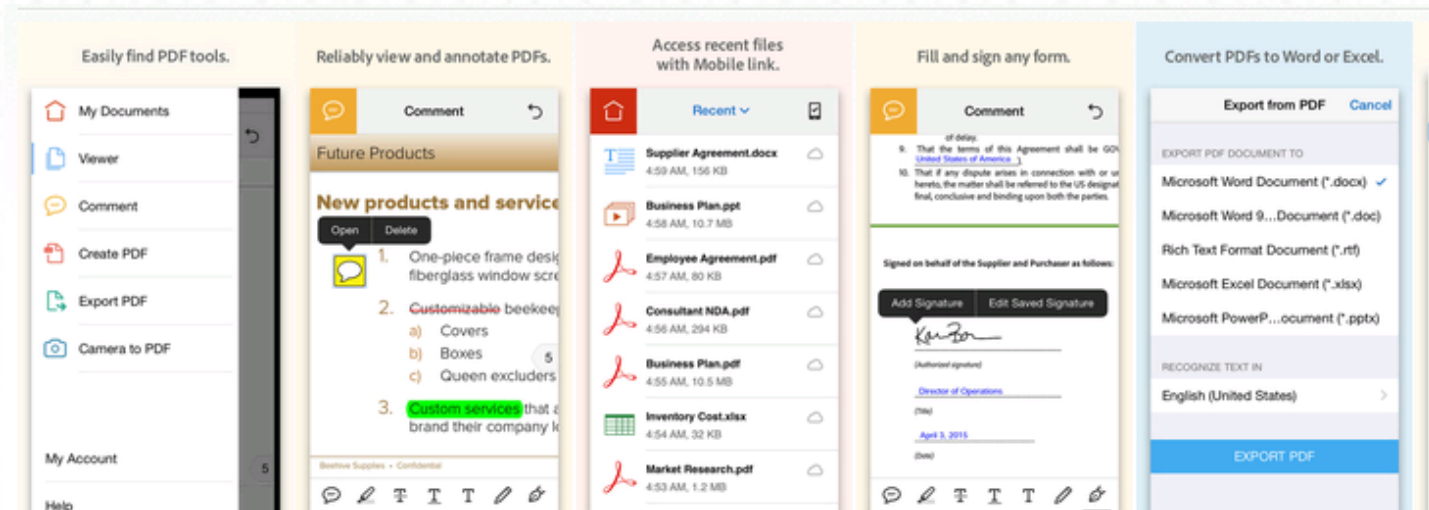
- * Find songs you love on your new personalized music hor
- * Launch a YouTube Mix, an infinite playlist of songs with

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Image improvement

Highlight compelling features and those unique to your app



Ratings & Reviews



Rating	Reviews	Date
★☆☆☆☆	With by Sidonne Why a different app? So dumb	Aug 16, 2014
★☆☆☆☆	I just hate it !!!! by Tish_e Crap!!	Aug 14, 2014
★☆☆☆☆	Cant logout by Ishaq No use and worst part is we cant logout	Aug 07, 2014
★☆☆☆☆	Not satisfied by Jauharhussain Hey I don't like it at the moment because I can't see no option to LOG OUT so find it unusual at the time! 2nd thing why you want us to verify our mobile number ? Please fix LOG OUT option to get 5 stars !!	Aug 08, 2014
★☆☆☆☆	Crap by vanzoy Just another stupid, waste of memory, strategy, un-useful app for my phone.	Aug 08, 2014
★☆☆☆☆	Fb MSG by Dave6690 Find it annoying and pointless preferred it when I could just use the fb app instead of having to switch between the two.	Aug 08, 2014
★☆☆☆☆	Angry by Menotsoghusta Im being forced to get this	Aug 11, 2014
★☆☆☆☆	So bad by Amro sss So bad forced to download it !!!!	Aug 11, 2014
★☆☆☆☆	I hate this. by Amarimpulsive I hate this app. It's so slow and buggy. I don't know why I even downloaded it. I'm uninstalling it now.	Aug 12, 2014

- Check your low Ratings
- Identify patterns in Reviews comments
- Share feedback with product dev team

Localization process



Language	Translation	Localization
English	Extract	
Japanese	抽出	エクストラクト
Norwegian	Trekk ut	Extract
Polish	Wydziel	Wydzielanie
Finnish	Erota	poimi
Russian	Извлечение	Извлечь

- Translation vs. Localization (context & culture)
- Keyword localization should be per geo

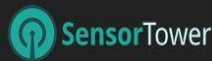
Enterprise tools to use

The App Annie logo, featuring the brand name in a white, cursive-style font on a dark blue rectangular background.

Comprehensive data

The SearchMan logo, with the word "Search" in white and "Man" in a stylized, bold font, set against a black background.

Strong visual reporting

The Sensor Tower logo, consisting of a green circular icon with a white signal-like symbol and the text "SensorTower" in white.

Reviews aggregation & analysis

The appcodes logo, with the word "appcodes" in a white, rounded, lowercase font on a black background.

Easy data extraction

Value of Tools

- Global visibility
- Keywords
- Competition
- Trends
- KPI Analysis
- Integration with iTunes Store data

Ranking & Competitor Quantity

iPad - United States - Sep 13, 2015

0 / 30

Top Keywords	Ranking	Results	
<input checked="" type="checkbox"/> adobe	2 =	664	
<input type="checkbox"/> photoshop	2 =	1,062	
<input type="checkbox"/>	4 =	607	
<input type="checkbox"/>	4 ▼2	2,039	
<input type="checkbox"/>	5 =	2,024	
<input type="checkbox"/>	10 =	2,051	
<input type="checkbox"/>	20 =	600	
<input type="checkbox"/>	20 =	653	
<input type="checkbox"/>	21 =	2,122	
<input type="checkbox"/>	21 =	450	
<input type="checkbox"/>	25 =	2,037	
<input type="checkbox"/>	27 =	2,017	
<input type="checkbox"/>	57 ▲1	2,052	

iPhone - United States - Sep 13, 2015

0 / 30

Top Keywords	Ranking	Results	
<input checked="" type="checkbox"/> adobe	2 =	639	
<input type="checkbox"/> creative	4 ▼1	2,076	
<input type="checkbox"/> photoshop	4 =	1,290	
<input type="checkbox"/>	6 =	811	
<input type="checkbox"/>	9 =	2,039	
<input type="checkbox"/>	13 ▼2	2,110	
<input type="checkbox"/>	16 ▼4	2,004	
<input type="checkbox"/>	27 =	904	
<input type="checkbox"/>	33 =	2,043	
<input type="checkbox"/>	34 =	2,102	
<input type="checkbox"/>	34 =	936	
<input type="checkbox"/>	100 =	2,117	
<input type="checkbox"/>	144 ▼5	2,059	

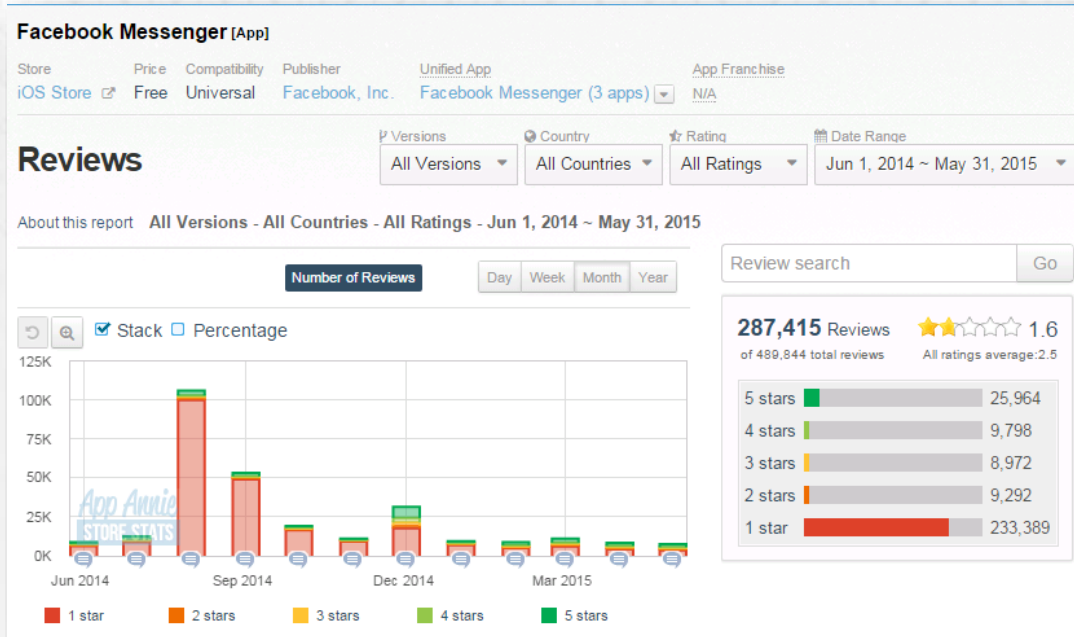
Keyword ranking and competitor quantity

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Ratings & Reviews



Quantity of 1-5 Ratings
and verbatim Review
comments

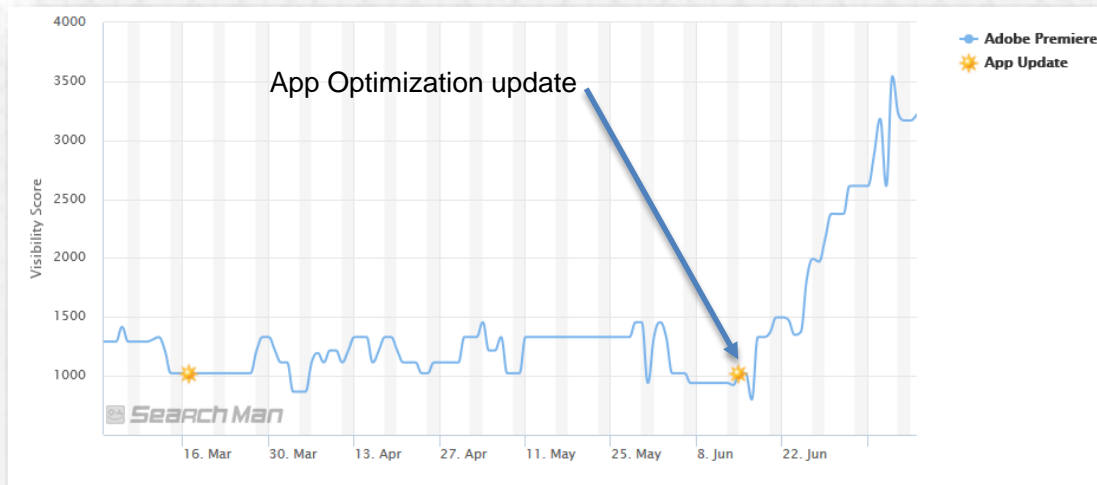
By Country, Rating #,
and App Version

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Visibility Score



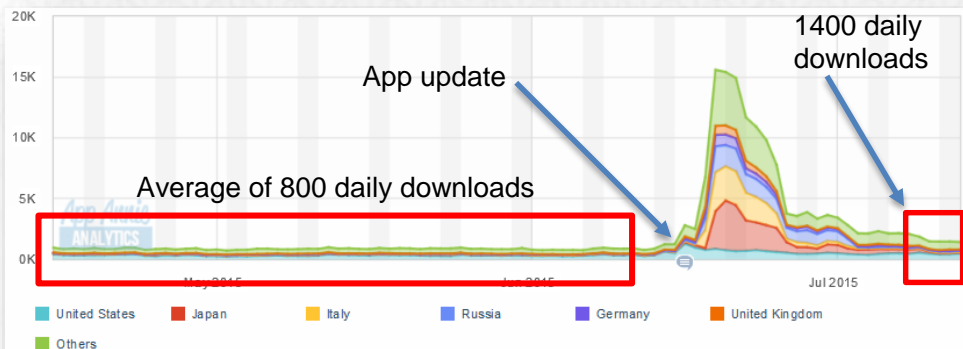
Overall discoverability estimates keyword volume multiplied by keyword rank

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Download Volume & Velocity



Download trends by country

Country	Downloads		% Downloads	Promotions	Refunds	Updates
Total	197,263	+110 %		10,720	0	198,727
United States	36,693	+2 %	19 %	6,100	0	79,579
Japan	31,291	+480 %	16 %	0	0	14,719
Italy	21,629	+1008 %	11 %	0	0	4,667
Russia	21,091	+389 %	11 %	0	0	4,719
Germany	8,911	+257 %	4.5 %	0	0	9,619
United Kingdom	8,908	+100 %	4.5 %	100	0	12,502
France	8,609	+343 %	4.4 %	0	0	4,629

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The Near & Far Future

Near Future (6 months)

- Mobile App usage will soon overtake Mobile Web usage
- Google's Now on Tap indexes app content frequently
- Wearable Technology
- Anonymous app usage (Whisper and Kik)
- Personalized & geo-targeted push notifications (e.g. Beacon)

Far Future

- Internet of Things market will sell more than PC, tablet, and phone markets combined
- Apple Car Play and Google Android Auto are both in development
- Apple acquired Metaio, an Augmented Reality startup
- Google's I/O conference included Cardboard, a mobile Virtual Reality platform
- Google led a \$500 million investment in Magic Leap, an AR company
- Facebook's Oculus Rift debuted the VR film *Henry*
- Microsoft HoloLens is now a fully untethered holographic computer

Practical Takeaways

Strategy

- Align to brand strategy
- User experience across platforms
- More resources put toward apps
- Agree on media plan and budget

App Quality

- Educate on app best practices
- Review in-app user experience
- Improve Ratings & Reviews feedback loop with app developers

Optimization

- Update keywords
- **Control:** App Name, Keywords, Title, Category, Description, Images, Video
- **Influence:** Ratings, Reviews, Download Velocity

Data & Results

- Align on success metrics
- Create & deliver KPI scorecard
- Focus on in-app customer engagement